

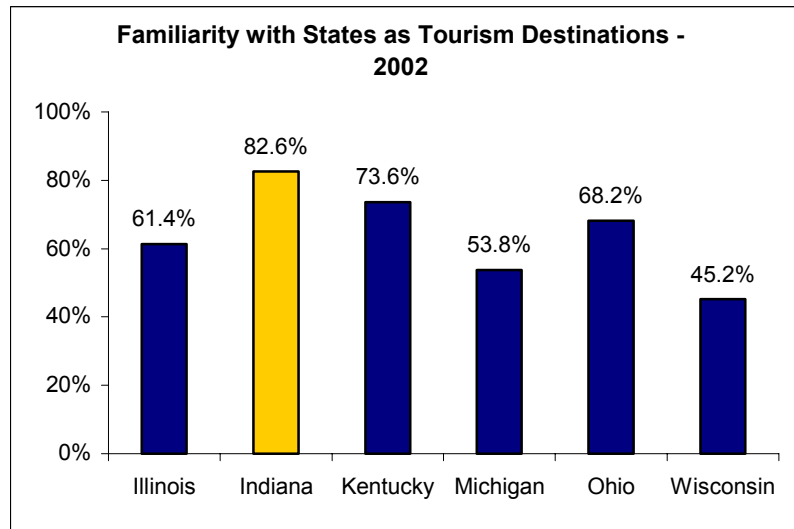
Tourism Promotion

Mission

To promote the state's history, heritage and culture through the development and marketing of quality travel experiences in Indiana.

Summary of Activities

The **Indiana Department of Commerce (IDOC)** promotes Indiana as a travel destination to residents and out-of-state travelers and provides development programs for Indiana's tourism professionals. The IDOC marketing strategy includes multimedia advertising campaigns, the www.enjoyindiana.com website, publication and distribution of more than 5 million travel guidebooks, public relations activities, sales to the domestic and international tourism trade, eight staffed Welcome Centers, and regional marketing cooperatives. Tourism professionals benefit from print and electronic marketing cooperatives, research and literature distribution through the state's Welcome Centers, tourism development programs, attraction signage support, technical assistance, and educational workshops.



External Factors

Indiana's tourism industry includes state parks and recreation areas, museums, historic sites, zoos, nature parks, amusement and theme parks, golf courses and marinas, performing arts, gaming, amusements and recreation, hotels, full- and limited-service eating places, recreational goods rental, racetracks, RV parks, campgrounds, taxi/limo services, charter bus services, retailers, passenger car rentals, gasoline stations, and other travel and recreation related businesses.

The September, 2001 terrorist attacks and the following economic downturn had a significant effect on the travel industry, resulting in fewer travelers who spent less and took shorter trips. Air travel anxiety crippled the airline industry and corporate America adopted stricter business travel policies. However, positive trends have emerged for leisure travel, such as a booming RV sales and rental market, continuing increases in weekend getaways, and a surge in patriotic and historic travel. Indiana has benefited as a "close-in, drive-to" destination for the Midwest.

Indiana has seen growth in most sectors of its travel economy over the past five years. According to D.K. Shifflet, supplier of the nation's largest travel performance index, Indiana's visitor volume has been on the rise since 1997. During the same period, visitor spending increased by 29% to \$8.5 billion in 2001, supporting 120,000 FTE (Full Time Equivalent) jobs for Hoosiers.

Evaluation and Accomplishments

The IDOC employs independent research studies to measure the economic impact of visitor spending, travel volume and market share. It also tracks numbers of consumer inquiries and the percentage of advertising respondents who convert into actual travelers.

The state of Indiana realizes \$107 in visitor spending and \$6.42 in sales tax receipts for every \$1 invested in marketing. More than 54 percent of the people who respond to advertising and request travel information take an overnight trip to the state. The total percentage of respondents that become travelers has increased more than 40 percent since 1995, attributable to a more market-focused advertising strategy.

Recent research shows that Indiana ties with Kentucky among regional competitors as the state most likely to be considered for a visit, proof that proximity to large markets offers opportunity. A 2002 brand awareness study showed that the Enjoy Indiana logo had the highest percentage of recall among the logos of Great Lakes states.

In 1996, Indiana Tourism contracted with six regional sales staff for cooperative tourism programs. In FY 2002, this program raised more than \$2.1 million from 1,200 partners to supplement Tourism's marketing budget, an 86 percent increase in private/local investment since 1998.

In 2002, the Indiana Travel Guide was ranked as the best in the nation in an independent, comparative study conducted by Randall Travel Marketing of North Carolina. Tourism successfully deployed a new database-driven trip planner on EnjoyIndiana.com that combined several sets of data into one truly "single-source" database, provided more ways to search and faster load times, and implemented online applications for industry partners. The Leaf Cam, a fall promotion that captured digital images from six scenic locations and transmitted them in real time to the website, received 170,000 views and generated direct sales of more than 500 weekend packages.



Plans for the Biennium

The IDOC is concentrating on stimulating visitor spending in Indiana through the development of Indiana's image as a travel destination. New advertising campaigns will focus on image-building and positioning Indiana as the preferred midwestern travel and lifestyle destination. The goal is to create a new model that encourages capital investment in tourism attractions and facilitates new partnerships and products. Market segments in which Indiana falls behind in terms of visitor spending share will be addressed. For example, three formerly competitive groups are coming together to create the definitive print and electronic guides to outdoor recreation in Indiana that will be launched with an aggressive marketing campaign in 2005.

